

INSTITUTE OF BUSINESS MANAGEMENT
(AFFILIATED TO JADAVPUR UNIVERSITY)
THE NATIONAL COUNCIL OF EDUCATION, BENGAL
KOLKATA - 700 032

Provisional Class Routine for 3 Year MBA (Evening) Program
3rd Year 1st Semester 2018- 2019
(With effect from July 17, 2018)

(Marketing Specialization)

Day	1 st Period 6:30pm - 7:20pm	2 nd Period 7:20pm - 8:10pm	3 rd Period 8:10pm - 9:00pm
Monday	35MM2 (AB)	35MM2 (AB)	Library/Assignment
Tuesday	35MM3 (SB)	35MM3 (SB)	35MM4(AKC)
Wednesday	35MM2(AB)	35MM2(AB)	35MM1 (SN)
Thursday	35MM3 (SB)	35MM3(SB)	Library/Assignment
Friday	35MM4(AKC)	35MM4(AKC)	35MM4(AKC)
Saturday	35MM1 (SN)	35MM1(SN)	35MM1(SN)

Initials	Name of the Faculty
AB	Prof Amit Banerjee
SN.	Prof Shovan Nandi
AKC	Prof Alope K Chattopadhyay
SB	Prof Sulagna Basak

35MM1	Strategic Brand Management
35MM2	Marketing Research
35MM3	Consumer Behaviour
35MM4	Integrated Marketing Communication

Prof. Bijan Sarkar
Director (Offg)